



# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

## OUTREACH AND OUTCOMES REPORT

Published 05/20/2022

The California Office of the Small Business Advocate (CalOSBA) supports economic growth and innovation and *ensures that ALL California small businesses and innovative startups have the information, resources and direct support* they need to better navigate resources, programs and regulations. CalOSBA serves as the voice of small business, representing their views and interests across the state and advocating for equitable access to capital, markets, and networks so that all California small businesses successfully start, manage, grow and become more resilient.

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

## PROGRAM OVERVIEW

The California Microbusiness COVID-19 Relief Grant is administered by the California Office of the Small Business Advocate (CalOSBA). The Program provides competitive micro grants of \$2,500 to eligible microbusinesses impacted by COVID-19 and the related health and safety restrictions. Amounts available for each County were based on population and determined by the latest population estimates from the California Department of Finance. The role of grantmaking entities was granted to County government agencies or a consortium of nonprofits through two rounds of applications.

Participating Counties, their award amounts, partner organizations, and planned outreach activities can be found online at [business.ca.gov/about/publications](https://business.ca.gov/about/publications).

Per statute, CalOSBA issues the second and subsequent reports to identify the outreach activities conducted by each participating grantmaking entity along with any current outcomes of awards made in each county and by demographics, when available.

Subsequent reports can be found online at [business.ca.gov/about/publications](https://business.ca.gov/about/publications)



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# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

## STATEWIDE AGGREGATE APPLICATION DEMOGRAPHICS DATA

Demographic	Applications Received*	Percent of Total**
African-American	1,383	14.1%
Asian	1,901	19.3%
Hispanic or Latino	2,724	27.7%
Alaskan Native	28	0.3%
Hawaiian Native	40	0.4%
Native American	141	1.4%
Other Pacific Islander	42	0.4%
Rural	948	9.6%
Veteran	380	3.9%
White	3,127	31.8%
Women	4,927	50.1%
<b>Total</b>	<b>9,826</b>	<b>100.0%</b>

Data as of 03/31/2022

\* Total applications received may include ineligible applications. Final awards are ongoing and will be published in future reports.

\*\* Due to possibility that applicants may satisfy multiple demographic categories, and some applicants may have opted out of providing demographic information, the sum of percentages will not equal 100%.



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# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

## STATEWIDE COUNTY APPLICATION DATA

Page	County	Applications Received*
<u>6</u>	Fresno	596
<u>7</u>	Kern	108
<u>8</u>	Kings	86
<u>9</u>	Madera	5
<u>10</u>	Mariposa	16
<u>11</u>	Mendocino	0
<u>12</u>	Merced	0
<u>13</u>	Monterey	8
<u>14</u>	Nevada	23
<u>15</u>	Orange	1,759
<u>16</u>	Placer	56
<u>17</u>	Riverside	1907
<u>18</u>	Sacramento	0
<u>19</u>	San Benito	6
<u>20</u>	San Bernardino	674
<u>21</u>	San Diego	2579
<u>22</u>	San Joaquin	0

Data as of 03/31/2022

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## STATEWIDE COUNTY APPLICATION DATA

Page	County	Applications Received*
<a href="#">23</a>	San Mateo	188
<a href="#">24</a>	Santa Barbara	54
<a href="#">25</a>	Santa Clara	751
<a href="#">26</a>	Solano	304
<a href="#">27</a>	Sonoma	0
<a href="#">28</a>	Tulare	0
<a href="#">29</a>	Ventura	639
<a href="#">30</a>	Yolo	67
	<b>Total</b>	<b>9,826</b>

Data as of 03/31/2022

\* Total applications received may include ineligible applications. Final awards are ongoing and will be published in future reports.



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# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Fresno

**FISCAL AGENT:** County of Fresno and the Fresno Area Hispanic Foundation

## **KEY OUTREACH ACTIVITIES:**

The Fresno Area Hispanic Foundation (FAHF) and Fresno County launched the application for the Microbusiness Grant Program on March 1, 2022. Flyers were distributed through social media platforms, email communications, and door-to-door distribution. In addition, FAHF ran a campaign on TV and radio spaces to promote the program with commercials airing daily, primarily during and after the 6 pm local news. Radio interviews were done twice a week in March.

FAHF team members assisted individuals with filling out applications via telephone and in-person, primarily at the business site while doing the door-to-door outreach. FAHF partnered with local community organizations with a strategy to inform all business demographics about the support the State is providing to microbusinesses. Local organizations included:

1. Fresno Metro Black Chamber targeting the African-American business community
2. Hidden Wealth Foundation emphasizes the Southeast Asian business community
3. Fresno County EDC, embarking on rural communities and
4. California Hmong Chamber of Commerce focused on the Asian business community in Fresno County.

## **AWARDS SUMMARY (AS OF 03/31/2022):**

Applications Received - 596

Final Awards Are Ongoing



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# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Kern

**FISCAL AGENT:** Kern County Employers' Training Resource and Kern Economic Development Foundation

## KEY OUTREACH ACTIVITIES:

Kern County partnered with 4 community based organizations that have vested interests in helping the business community: CalState Bakersfield's Small Business Development Center (CSUB-SBDC), Kern Economic Development Foundation (KEDF), Kern Women's Business Center (KWBC) and Community Action Partnership of Kern (CAPK).

Each of these agencies integrated the information regarding the Microbusiness COVID-19 Relief Grant funding into their related programs offering assistance to the community. CSUB SBDC provided information regarding the mini-grants into their weekly webinars and workshops and used networking opportunities to share the information and help spread the word. KEDF utilized their Linked-In account to reach over 4,300 connections/followers to dissemination information as well as using Robly emails to further distribute the information to an additional 1,300 subscribers, and presented information to the East Kern Economic Alliance, representing communities of Rosamond, Tehachapi, Boron, Mojave, California City, Ridgecrest and Kern river Valley. CAPK, too, used their Robly emails to send information to 3,200 individuals; Information was also disseminated through social media accounts (Linked-In, Facebook, Twitter and Instagram) and their 2-1-1 Call Center, which has telephonic interpreting in 270 languages. KWBC also used their social media accounts and weekly workshops to distribute the information to their clientele; however, KWBC took a "boots on the ground" approach and attended several vendor events to disseminate information. KWBC attended the following events: Comic-Con Bakersfield, Brindame Lane mobile food vendors; National Association of Women Business Owners (NAWBO) luncheon, Bakersfield Babes in Business Luncheon, Delano Chamber of Commerce mixer in Delano, American Society of Safety Professionals – Hispanic Safety Professional Common Interest Group, Arvin dia de los trapebadores, and the Los Hills Wonderful Company Easter Event.

Kern County's Employers' Training Resource (ETR), the lead organization for this endeavor, followed up with the following advertising: radio ads placed with American General Media, Alpha Media, I Heart Media, Buck Owens Productions and Spanish Radio Group. In addition the agency also shared the information on our Job Corner show (KGETV 17 – 12:45 p.m. slot), Putting You to Work (KBAK TV 29 – Wednesday morning show) and the Scott Cox Radio show for Monday mornings at 8:30 a.m. In addition, the information was posted to all of AJCC social media pages and website.

## AWARDS SUMMARY (AS OF 03/31/2022):

Applications received - 108

Final Awards Are Ongoing



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# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Kings

**FISCAL AGENT:** County of Kings Job Training Office

## **KEY OUTREACH ACTIVITIES:**

The Fresno Area Hispanic Foundation (FAHF) and Kings County Job Training Office launched the application for the Microbusiness Grant Program on March 1, 2022. Flyers were distributed through social media platforms, email communications, and door-to-door distribution. In addition, FAHF participated in television and radio interviews to promote the program. Radio interviews were done twice a week in March and television interviews were done weekly.

FAHF partnered with local community organizations with a strategy to inform all business demographics about the support the State is providing to microbusinesses. Local organizations included:

1. Greater Kings County Chamber of Commerce focuses on the Lemoore business community
2. Hanford Chamber of Commerce target the Hanford region
3. Tulare Kings Hispanic Chamber of Commerce assisted with marketing throughout Kings County, and
4. Corcoran Chamber of Commerce emphasizes the in-home businesses in Corcoran.

## **AWARDS SUMMARY (AS OF 03/31/2022):**

Applications received - 86

Final Awards Are Ongoing



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# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Madera

**FISCAL AGENT:** County of Madera

## KEY OUTREACH ACTIVITIES:

Madera County partnered with four (4) community-based organizations (CBO's) to assist with outreach for the program. These four CBO's were selected due to their daily involvement with the community, specifically the underserved. On March 2, 2022, Madera County held a "kick-off" meeting with all partners to discuss outreach strategies, including ideas for a flyer, and allow for questions and comments to ensure the County and all four CBO's were on the same page and prepared to reach out to the underserved microbusinesses. The flyers were created for the program in both English and Spanish and provided to the four partners in advance of the open application period date. Information for the program including, guidelines, requirements, application form, and FAQ's were made available on Madera County Economic Development Commission's (MCEDC) website. The website page has been available since March 10th. MCEDC has bilingual staff available to answer any application related questions and assist with completing the application, when needed.

Flyers were distributed during various community events designed for the underserved. Madera Coalition for Community Justice (MCCJ) distributed the flyers at the following events: the Parents as Leaders presentations on March 17th and 18th hosted by MCCJ, the Madera Flea Market on March 23rd, the Madera Coalition Health Fair on March 25th, and the Cesar Chavez Event on March 31st. MCCJ staff attended the CAIR Health Fair at the local senior center on April 20th. These events were attended for outreach in addition to office referrals made while serving constituents and posting of the flyer on their community board. Community Action Partnership of Madera County (CAPMC) distributed flyers to childcare providers and CBO's that they work with. CAPMC staff visited 20 microbusinesses in the County and introduced them to the program, invited them to apply, and if a community board was available in their business location, they asked to post flyers to help spread the word. The Madera Workforce shared the flyer via email to more than 500 employers through an email blast and called various microbusinesses to inform them of the grant program. The Madera Chamber of Commerce (Chamber) shared the flyers with Madera Downtown Association members and with the list of businesses that are not Chamber members but received PPE distributions last year. The Chamber also has the flyer on display on their counter. MCEDC shared the flyer with local business through in-person visits.

Media engagements consisted of Facebook posts in the County of Madera page, the MCCJ page, the CAPMC page, the MCEDC page, and the Madera Workforce page. The Madera Workforce posted the flyer on their LinkedIn page. MCEDC included information about the program on their monthly e-news letter and conducted a separate e-news blast dedicated to the program. An informational segment was also aired on Univision, a well-known local television channel in the Hispanic community.

## AWARDS SUMMARY (AS OF 03/31/2022):

Applications received - 5

Final Awards Are Ongoing



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# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Mariposa

**FISCAL AGENT:** County of Mariposa

## KEY OUTREACH ACTIVITIES:

Mariposa County opened the grant program to start receiving applications on January 28th. The County has continued to work with the 4 partners for outreach and marketing efforts, which include social media, emails campaigns to specific audiences/contact lists, announcements at group meetings and word of mouth. The County also submitted a press release to the local media, including newspapers in various regions of the County. In addition, the program notice was posted on the County's Facebook page and shared.

Mariposa County partnered with 4 local nonprofit organizations to implement marketing and outreach for the Microenterprise Covid Business Relief Grant program. The partner organizations for this project are:

- Main Street Mariposa. Distributed monthly email notifications and social media posts with grant information between January and April.
- Alliance for Community Transformation. Advertised the program on each of our Mariposa Program's Facebook pages and printed off the flyer for individuals to take at each location. The Alliance targeted clients with small businesses and had specific conversations with them about the opportunity.
- Mariposa County Chamber of Commerce. Posted on social media when the program opened. Printed, provided and accepted hard copies of the application for microenterprise owners without access to the internet.
- UC Merced Small Business Center. Marketed through the Mariposa County local business consultants. Posted on social media and translated to a few different languages.

## AWARDS SUMMARY (AS OF 03/31/2022):

Applications received - 16

Final Awards Are Ongoing



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# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Mendocino

**FISCAL AGENT:** County of Mendocino and Economic Development and Financing Corporation

## **KEY OUTREACH ACTIVITIES:**

Economic Development & Financing Corporation (EDFC) has developed the marketing materials and is finishing the build for the online grant application/portal in order to be ready for applications to begin being accepted on May 1, 2022. EDFC is developing the marketing materials in both English and Spanish as those languages account for the vast majority of the rural inhabitants of Mendocino County. EDFC is also planning a webinar outreach session to engage with the more remote business owners in Mendocino County to allow for equitable access to resources and application information.

Further marketing has been scheduled through local radio, print and through the partnerships established with the organizations engaged through the application process. Facebook and Social Media outreach has been ongoing and will continue throughout the grant programs completion. Partner organizations who signed MOU's will be providing targeted outreach over the next several weeks to promote the availability of grant funding to the possible applicants they serve. Each partner organization serves a specific subset of the underserved microbusiness community, the County of Mendocino sought these organizations because of each organizations ability to reach a different portion of the underserved community.

## **AWARDS SUMMARY (AS OF 03/31/2022):**

No data to report. Applications open May 1, 2022.



# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Merced

**FISCAL AGENT:** County of Merced Department of Workforce Investment

## KEY OUTREACH ACTIVITIES:

The Merced County Department of Workforce Investment had some setbacks getting the original launch date due to some barriers. The team had to restructure the original launch date from April 18 to May 2. Based on our original plan, outreach efforts will be rescheduled to hit specific events and locations to promote the grant program to the microbusiness community. The department is currently updating the grant website, and the grant promotional materials will be ready to reflect the new grant launch date. Each partner and staff will have instructions and a game plan for technical assistance. Each partner will receive the updated grant material to help promote the grant in their media engagements and different languages; English, Spanish, and Hmong.

The department plans to execute some of the activities that will involve live webinars and recorded sessions in English and Spanish the week of the grant launch. The department also updated the scheduled outreach to specific community events, which involves the team engaging with each micro vendor and going over the details of the grant – allowing the team to equip the owner with the information, schedule a time to go over the process and get each owner to apply by having our team and/or partners to assist in the process. Another activity the team planned well is extracting a list of registered vendors from Merced County to identify small businesses that meet the grant criteria and plan to conduct cold calls, site visits, promotional drop-offs, or scheduled appointments to assist owners in applying for funding assistance.

Another effective strategy the team will use is to identify small businesses using two Labor Market tools: EMSI and EconoVue. Each LMI feature provides the owner's name, location, phone, and the total number of employees. Both technology features allow the department to identify which businesses are located in the hard-to-serve areas, allowing the team to plan effectively and reach out to establishments that require assistance. In addition, working with the partners for this grant, each community-based organization will share the funding program with their residents and business members interested in assistance. And each partner will also provide technical support, answer questions, and meet with the business team for status and/or direction.

## AWARDS SUMMARY (AS OF 03/31/2022):

No data to report. Applications open May 2, 2022.



# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Monterey

**FISCAL AGENT:** Monterey County Workforce Development Board

## **KEY OUTREACH ACTIVITIES:**

In January, 2022, Monterey County Workforce Development Board (MCWDB) prepared items included the application, flyers with QR codes linked to resources, PowerPoint presentations for the informational webinars, additional information made available in both English and Spanish, and a dedicated page on the MCWDB [website](#).

Two of the partners, Cal Coastal Small Business Development Center and El Pajaro Community Development Corporation, agreed to host the live English and Spanish webinars for prospective applicants to provide an overview of the eligibility criteria, required documents, application submission process, contact information for technical assistance, and answer any questions. The MCWDB not only met with the two partners to prepare for the live informational webinars – both of which would be recorded and uploaded onto the MCWDB website for continued access, but also with all seven partners together during a separate meeting to walk them through the application materials and overall process from start to finish to prepare them for conducting outreach, answering incoming questions, and providing one-on-one assistance to prospective applicants. Both the MCWDB team and partners' outreach efforts included email blasts to various distribution lists, social media posts, participation in media briefings with local agencies, presentations at various meetings, and in-person door-to-door visits.

## **AWARDS SUMMARY (AS OF 03/31/2022):**

Applications Received - 8

Final Awards Are Ongoing



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# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Nevada

**FISCAL AGENT:** Nevada County and Sierra Business Council

## **KEY OUTREACH ACTIVITIES:**

Nevada County engaged a focused marketing plan to reach our hard-to-reach populations, and leveraged the collaborative partnerships, contracts, and systems already in place. As a small, rural county, the County utilized a media campaign using local radio stations, newspapers, and online media partners, and also deploy targeted strategies to engage specific populations of focus.

Nevada County partnered with Sierra Business Council (SBC) to administer the grant program and provide technical assistance. SBC created the application to protect against fraud, waste, and abuse, while ensuring the application remains as accessible and simple as possible. By implementing an eligibility quiz up front, applicants were unable to fill out an application that would later be ruled ineligible. SBC staff reviewed eligibility quiz results and application submittals daily to ensure that no mistakes were made. SBC took care to contact applicants where errors were clear, and communicate quickly with applicants found ineligible to ensure no mistakes were made.

Throughout Round One of the application, Sierra Business Council staff provided all of the technical assistance necessary to applicants. This included nearly 45 hours of direct, technical assistance for the program from 2/1/22 to 3/31/22 by staff and Small Business Development Center advisors. SBC's technical assistance includes phone calls, zoom meetings, and emails.

## **AWARDS SUMMARY (AS OF 03/31/2022):**

Applications Received - 23

Final Awards Are Ongoing



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# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Orange

**FISCAL AGENT:** Orange County Workforce Development Board

## KEY OUTREACH ACTIVITIES:

The County of Orange partnered with a consortium of community-based organizations to provide the Microbusiness Grant opportunity to the community. The partners included but are not limited to the following: Orange County Workforce Development Board (OCWDB), U.S. Small Business Administration, Orange County Small Business Development Center, SCORE, Orange County Public Libraries, City of Garden Grove, City of Irvine, City of Laguna Niguel, City of Mission Viejo, City of Rancho Santa Margarita, City of Santa Ana, La Habra Area Chamber of Commerce, Orange Chamber of Commerce, and San Clemente Chamber of Commerce.

The County of Orange and their partners utilized outreach methods such as social media, a OC microbusiness grant webpage (<https://www.oconestop.com/orange-county-microbusiness-grants>), flyers (in key languages including Spanish, Chinese, Farsi, Arabic, Vietnamese and Mandarin) , direct mail, door to door campaigning, a bilingual call center (that offers support in over 200 languages), face to face application support and professional network.

The combined network included county agencies, special chambers (for example, Hispanic Chamber, Asian Chamber and Black Chamber), community-based organizations, community colleges and Orange County cities.

## AWARDS SUMMARY (AS OF 03/31/2022):

Applications Received - 1,759

Final Awards Are Ongoing



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# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Placer

**FISCAL AGENT:** Placer County and Sierra Business Council

## KEY OUTREACH ACTIVITIES:

Placer County and its partners engaged in a widespread outreach campaign to ensure that the MBCRG program was being distributed across the entire county and especially to reach the underserved, smallest businesses in the county. Through robust county-wide partnerships with business organizations and cross-pollination through county departments such as Health and Human services, the county was able to achieve the following outreach over the reporting period

County's website was developed and 229 page visits were received. Toolbox files sent to all partners (cities, towns, chambers, and associations) with design ready: flyers, social media, and logos. Digital billboards were located in Rocklin and Roseville. Promotion was included in four weekly county newsletters. Social media posts distributed to Facebook, Twitter, Instagram, LinkedIn, and NextDoor. Press release was distributed to approximately 100 media outlets in greater Sacramento area. Radio commercials are being actively run and Facebook posts aimed at reaching Spanish speaking population. One hundred commercial advertisement spots were acquired on La Tricolor Radio 99.9 FM over a two-week period. Partnered with members of the Latino Council to communicate more broadly with Hispanic community and created digital flyer in Spanish.

Placer County partnered with Sierra Business Council to administer the grant program and provide technical assistance. SBC created the application to protect against fraud, waste, and abuse, while ensuring the application remains as accessible and simple as possible. By implementing an eligibility quiz up front, applicants were unable to fill out an application that would later be ruled ineligible. SBC staff reviewed eligibility quiz results and application submittals daily to ensure that no mistakes were made. SBC took care to contact applicants where errors were clear, and communicate quickly with applicants found ineligible to ensure no mistakes were made.

Throughout Round One of the application, Sierra Business Council staff provided all of the technical assistance necessary to applicants. This included nearly 45 hours of direct, technical assistance for the program from 2/1/22 to 3/31/22 by staff and Small Business Development Center advisors. SBC's technical assistance includes phone calls, zoom meetings, and emails.

## AWARDS SUMMARY (AS OF 03/31/2022):

Applications received - 56

Final Awards Are Ongoing



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# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Riverside

**FISCAL AGENT:** County of Riverside and Charitable Ventures

## KEY OUTREACH ACTIVITIES:

The County of Riverside Office of Economic Development (RivCoED) and community partners have made healthy progress in meeting the outreach and technical assistance goals for the CA Microbusiness Covid-19 Relief Grant Program (MBCRG). RivCoED and community partners have promoted the program regularly in newsletters and on social media platforms. The program has been promoted regularly with city and chamber partners across the county to include the county's Hispanic Chambers of Commerce. RivCoED distributed a press release and received some media coverage to promote the program.

Additionally, RivCoED staff participated in a Spanish language business podcast. Within the next several weeks, a Spanish radio media buy schedule will start, airing Spanish language promotion of the MBCRG program across Riverside County. All social media marketing and print materials have been produced in both English and Spanish. The five community-based partners outlined in our application and listed below, along with many other partners have assisted by promoting the program and offering technical assistance to eligible microbusinesses:

- i. Asociación de Emprendedor@s
- ii. Coachella Valley SBDC
- iii. Get In Motion Entrepreneurs
- iv. Microenterprise Collaborative of Inland Southern California
- v. Small Business Majority

The RivCoED team checks-in with these partners regularly to learn of questions, challenges, and needs so that they can work together to resolve. The five community-based partners have engaged in in-person delivery of English and Spanish flyers at street vending location and in key areas where vendors operate including parks, open lots, near swap meets and mechanic shops.

## AWARDS SUMMARY (AS OF 03/31/2022):

Applications received - 1,907

Final Awards Are Ongoing



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# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Sacramento

**FISCAL AGENT:** County of Sacramento Office of Economic Development

## KEY OUTREACH ACTIVITIES:

All outreach and marketing materials about the Program have been made available in the top 10 following languages; English, Arabic, Chinese, Farsi, Hmong, Punjabi, Russian, Spanish, Tagalog and Vietnamese.

The County has contracted with 4 local primary Community Based Organizations and 3 secondary Community Based Organizations (Partners) to provide outreach, marketing and technical assistance services to small businesses which will support the implementation of the program. Partners were selected based on their specialized experience in providing services to the County's microbusiness community.

California Capital Financial Development Corporation (CalCap) is providing outreach to PBIDs and ethnic community partners including the Arab Center for Community Integration Services (ACCIS), Russian Information and Support Services (RISS), Hmong Youth and Parents United (HYPU), California Alliance for Family Farmer (CAFF) and Del Paso Heights Growers Alliance; Advertorial (Print or online) in ethnic publications, including Hmong Daily News. CalCap is also training liaisons to explain and promote the grant opportunity in their respective communities.

California Hispanic Chambers of Commerce is providing outreach and technical assistance to all microbusinesses throughout County. Outreach and services are concentrated on specific sub-groups within the Hispanic and diverse microbusiness community, including women-owned, Hispanic LGBTQ+, veterans, and immigrant businesses. Translations services are being provided in Spanish, Vietnamese, Russian, and Tagalog.

Sacramento Inclusive Economic Development Collaborative (Sac IEDC) is a coalition partner organizations, dedicated to supporting minority businesses located in the economically-challenged areas of the Sacramento region. The Sacramento Asian Pacific Chamber of Commerce is the lead partner. Sac IEDC Partners are providing translation services in the following languages: Vietnamese, Hmong, Chinese, Spanish, Russian, and Ukrainian with focus on minority small business communities. Sac IEDC partners are providing targeted in-person outreach into disadvantaged/environmental justice commercial corridors.

## AWARDS SUMMARY (AS OF 03/31/2022):

No data to report. Applications opened April 1, 2022.



# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** San Benito

**FISCAL AGENT:** County of San Benito

## KEY OUTREACH ACTIVITIES:

On February 10, 2022, the Economic Development Committee established a collaborative working group of partner agencies with connections to community businesses to support the California Microbusiness COVID-19 Relief Grant. The working group consisted of a representative from both incorporated cities, the City of Hollister and the City of San Juan Bautista, non-profit organizations, including San Benito County Chamber of Commerce Foundation and Economic Development Corporation of San Benito County. In addition, the County is working with Hollister Down Town Association and Cal Coastal Small Business Development Center (SBDC) to promote the grant. In a collaborative effort, these entities assisted county administrative staff in disseminating information and flyers regarding the program.

Announcements have been made at various public meetings, and informational brochures were posted on community group offices, sent out via weekly newsletters, publications in the local newspaper, and social media platforms including Instagram, Twitter, and Facebook. County administrative staff also conducted four programmed informational webinar sessions in the morning and evening, two sessions in Spanish and two in English. These sessions covered a program overview and an opportunity for interested parties to ask questions or address concerns. An English and Spanish session was recorded and posted live on the County Facebook page for individuals who did not have a chance to join. Also established was a county webpage dedicated to providing program details: who could apply, eligible microbusinesses, ineligible microbusinesses, deadlines & timelines, and a section dedicated to questions & answers. Given the County demographics, with 87.4% identifying white alone and 60.8% identifying as Hispanic or Latino, materials were offered in English and Spanish and directions provided on how to access other languages, if necessary. Monthly updates are provided to the economic development committee, which is open to the public, and concerns are addressed as they arise.

## AWARDS SUMMARY (AS OF 03/31/2022):

Applications received - 6

Final Awards Are Ongoing



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# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** San Bernardino

**FISCAL AGENT:** San Bernardino County Economic Development  
Department

## **KEY OUTREACH ACTIVITIES:**

San Bernardino County Economic Development is excited to report that the Microbusiness COVID-19 Relief Grant touched a large majority of our business community. Outreach engagement during the month of March included weekly drop-in hours for businesses, email communications, bi-weekly grant seminars hosted by community partners, application workshops held by Small Business Development Center Inland Empire and a host of speaking opportunities for the team to engage with local chambers. The grant operations team meets weekly to determine potential outcomes of the grassroots efforts set forth by the collective team. Encompassing radio and social media has also boosted submitted applications. Total impressions have exceeded 800,000 in listenership and more than 1.06 million google ad impressions.

As the County strives to hit nearly 1,000 businesses funded, new strategies have been implemented to drive more engagement. This includes partnership with California Employees Association, service provider for San Bernardino County –HR Hotline. California Employees Association provides direct assistance to over 100 small businesses throughout the region who lack employee resources. Additionally, the team is working with San Bernardino County Environmental Health to extract a database of food service businesses that are currently in permit renewal status.

## **AWARDS SUMMARY (AS OF 03/31/2022):**

Applications received - 674

Final Awards Are Ongoing



This Program is funded by the State of California and administered by the Office of the Small Business Advocate (CalOSBA)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** San Diego

**FISCAL AGENT:** County of San Diego

## **KEY OUTREACH ACTIVITIES:**

The County of San Diego directly performed outreach activities by publishing two “County News Center” stories, one published on February 8th in advance of the opening of the application process, and a second on February 15 when the application process was opened. Those two stories were visited on County News Center 7,799 times collectively through April 20th. Both stories were sent to all local media – daily print, weekly print, and broadcast media (tv and radio).

According to the Critical Mention tracking system, the story was picked up 18 times by local media.

The County posted on various social media sites, including Twitter and Facebook, a number of times during the application process. Total twitter impressions were 18,479 with 19 retweets. The total number of Facebook impressions was 83,710 with 460 reactions and 149 shares. The County created a website and flyer for the Microbusiness Grant program, which was made available in English, Spanish, Tagalog, Arabic, Vietnamese and Chinese (Mandarin). In addition to the County activities, four outreach providers were contracted to supplement the internal outreach activities and a grant administrator responsible for acceptance/review of the applications.

One area that will be addressed in Round 2 deals with ensuring that microbusinesses in the Northern part of San Diego County are effectively reached. Even though the County requested that the outreach providers target the entire County and the low-to-moderate income areas, it was found that a lower number of applications were received from the northern part of the County. In Round 2 the County has directed the outreach providers to highlight this region and County staff will also directly perform outreach activities in the area.

## **AWARDS SUMMARY (AS OF 03/31/2022):**

Applications received - 2,579

Final Awards Are Ongoing



This Program is funded by the State of California and administered by the Office of the Small Business Advocate (CalOSBA)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** San Joaquin

**FISCAL AGENT:** County of San Joaquin

## **KEY OUTREACH ACTIVITIES:**

San Joaquin County (SJC) Board of Supervisors (BOS) approval for the Microbusiness COVID-19 Relief Grant (MBCRG) Program was obtained on February 15, 2022. The Board Letter included a request, which was approved, for the BOS to match the state funds in order to increase the overall grant amount for the 316 awards available from \$2,500 to \$5,000 per each eligible business.

During March, flyers advertising the grant were created and translated into Spanish and Chinese while an online platform was considered for the application. At this time the creation of the application packet was also being completed. Flyers and notices were sent to community partners where they advertised the opportunity through their social media platforms, email blasts, newsletters, and in person events. Local Americas Job Centers of California (AJCCs), the Small Business Development Center (SBDC), and other local business agencies are being utilized as resources to assist businesses in completing the application.

Radio ads – targeted to minority and rural communities – started in March 2022 and have continued throughout the application period. Ad in Latino Times in Spanish reaching over 100,000 e-readers and available for free at over 1,000 locations.

Boots on the ground outreach to businesses fitting the criteria in the following cities of San Joaquin County: Stockton, Lodi, Lockeford, Manteca, Escalon, Thornton, Ripon. 210 businesses across these cities were individually visited in a one-week span.

The March 29th email blast, notifying applicants of the application start date, was opened by 1,854 individuals and the social media blasts were seen by 794 people across all platforms. This only includes the outreach that was conducted directly by the Employment and Economic Development Department.

## **AWARDS SUMMARY (AS OF 03/31/2022):**

No data to report. Applications opened April 1, 2022.





# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** San Mateo

**FISCAL AGENT:** County of San Mateo and Renaissance Entrepreneurship Center

## KEY OUTREACH ACTIVITIES:

Online and paper application forms as well as marketing materials were created in English, Spanish, Chinese, and Tagalog. Marketing materials included creation of a flyer and social media posts. In-language phone assistance lines were also established in all four languages (images included below). The eligibility form is available online at [www.smcstrong.org](http://www.smcstrong.org) and also in-person at outreach partner offices located throughout the County. Additionally, language assistance lines were established to provide in-language support in English, Spanish, Chinese and Tagalog.

The County and Renaissance Entrepreneurship Center meets with outreach partners every other week, including Peninsula Chinese Business Alliances, Environmental Innovations, and Casa Circulo Cultural to check in on outreach progress and to brainstorm next steps. Outreach partners have focused on in-person outreach methods, including door-to-door canvassing, flyering, etc. in a culturally competent and linguistically appropriate approach. Additionally, the outreach team has partnered with a variety of organizations in an effort to reach trusted messengers who can share the grant program information with their communities and underserved microbusinesses.

Media engagements through March 31 included interviews with Univision 14 KDTV and Telemundo 48 Bay Area. Casa Circulo Cultural also coordinated daily PSA announcements during Telemundo news broadcasting.

San Mateo County Office of Community Affairs created and published a digital banner ad in English, Spanish and Chinese which were targeted by geography and language, running across thousands of different brand-safe online inventory sources (e.g. news sites, entertainment, retail). Sites include ESPN's Spanish language site, yahoo.com, MSN news, Univision, and Wordscapes (a popular word game app). Total media impressions as of March 31, 2022 included 636,920 in English, 155,385 in Chinese, and 63,835 in Spanish.

## AWARDS SUMMARY (AS OF 03/31/2022):

Applications received - 188

Final Awards Are Ongoing



This Program is funded by the State of California and administered by the Office of the Small Business Advocate (CalOSBA)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Santa Barbara

**FISCAL AGENT:** County of Santa Barbara and the Santa Barbara Foundation

## KEY OUTREACH ACTIVITIES:

The County of Santa Barbara, in partnership with the Santa Barbara Foundation (SBF), launched the Microbusiness COVID-19 Relief Grant Program with emphasis on microbusinesses grants on March 7, 2022. The application period is on a rolling basis until all funds are granted. The program was launched within the timeline expected.

To facilitate meaningful access to program participation, the County has prioritized outreach and marketing efforts to identify and engage eligible microbusinesses that face systemic barriers. More than half of the applicants and business owners are women, minorities, veterans, and individuals with limited English proficiency. To ensure equitable access to the California Microbusiness COVID-19 Relief Grant Program through the partnership with the Economic Development Collaborative (EDC) the County created marketing materials in English and Spanish. Marketing materials were distributed through various outlets, channels, and community partners within Santa Barbara County such as social media, public radio stations, press releases, small business advisors, local Chambers, and nonprofits.

In addition, two virtual information workshops were launched in the month of March for businesses to attend and learn about the program. In-person office hours have been scheduled in the month of April -May (around the County of Santa Barbara) to providing technical support to eligible businesses.

As noted above, EDC developed and produced all marketing materials in English and Spanish. In addition to the virtual information sessions and in-person office hours, EDC is providing one-on-one business consulting through their Small Business Development Center (SBDC) to grant applicants, at no-cost to the business. EDC has over 50 professional advisors that are ready to support the region's small business community.

Through the other partnerships with Santa Maria Valley Chamber, Santa Barbara South Coast Chamber, Lompoc Chamber, Solvang Chamber and Santa Ynez Valley Chamber, and other Chambers in the Santa Barbara County have been providing support to help solicit applications for the COVID-19 Micro Business Grant Program. The Chambers have been coordinating with other Chambers in the County and their stakeholders, to conducted grass root outreach effort to generate adequate numbers of qualified applications. Through these partnerships SBF has received applications in an equitable and fair manner to ensure grant award distributions across the County, to COVID-19 impacted businesses, disadvantaged communities, and underserved small business groups

## AWARDS SUMMARY (AS OF 03/31/2022):

Applications received - 54

Final Awards Are Ongoing



This Program is funded by the State of California and administered by the Office of the Small Business Advocate (CalOSBA)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Santa Clara

**FISCAL AGENT:** County Of Santa Clara and Enterprise Foundation

## KEY OUTREACH ACTIVITIES:

The County of Santa Clara opened applications through the Enterprise Foundation on March 17, 2022. By the end of March 2022, they had received at least 751 applications but had not yet made any awards. The County will continue to accept applications until May 9, 2022, and the County will re-evaluate progress at that time.

The County has done extensive outreach to assure that all microbusinesses are aware of the grant program. The County of Santa Clara has issued several press releases announcing the California Microbusiness Grant program, and various departments have included information on the program in their newsletters and e-blasts. The press releases sparked interviews in English and Spanish via television, radio, and e-newspaper. Enterprise Foundation's main Vietnamese American SBDC business advisor was interviewed on local Vietnamese American radio programs and its Executive Director was interviewed by Spanish language media.

Enterprise Foundation created flyers in Spanish, Vietnamese and English. Enterprise Foundation sent out the flyers to its Constant Comment database of over 17,000 local small businesses and to its dozen outreach partners. Enterprise Foundation redesigned some flyers to include the logos of its outreach partners. The outreach partners specialized in serving low-income communities and/or diverse small business owners. Enterprise Foundation followed up with the outreach partners to encourage the distribution of the flyers via the partners' e-newsletters and email blasts. Enterprise Foundation's team of some thirty SBDC business advisors sent flyers and personal messages to their contacts.

The Hispanic Chamber of Commerce went directly to the Berryessa Flea Market and met one-on-one with over forty vendors to walk them through hard copy Microbusiness grant applications. The Hispanic Chamber also distributed flyers to scores more vendors. Enterprise Foundation and the Hispanic Chamber went to a large Native American gathering event to hand out flyers and explain the program to dozens of vendors. The Enterprise Foundation went multiple times to the Capital Flea Market to distribute flyers and identify leaders. Enterprise Foundation met with leaders separately to have them recruit applicants from their networks of other vendors. As the Hispanic Chamber completed its six-week business training program for 18 Latinas, it made a presentation to them about the Microbusiness Grant program and followed up one-on-one with those it believed qualified to assist them to apply.

## AWARDS SUMMARY (AS OF 03/31/2022):

Applications received - 751

Final Awards Are Ongoing



This Program is funded by the State of California and administered by the Office of the Small Business Advocate (CalOSBA)



# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Solano

**FISCAL AGENT:** County of Solano

## **KEY OUTREACH ACTIVITIES:**

Solano County has partnered with the Workforce Development Board of Solano County (WDB) and the Solano-Napa Small Business Development Center (SBDC) to administer its MBCRG grant program.

Prior to the grant application period opening April 1, 2022, leadership from the WDB and SBDC met with representatives from the Solano Hispanic Chamber of Commerce and the Solano Black Chamber of Commerce to discuss an outreach plan to reach underserved microbusinesses. Marketing information was also shared with all chambers of commerce in the county and cities.

Flyers were created in both English and Spanish and distributed amongst partners. A press release was published in all major Solano County newspapers. Social images were also shared on multiple Facebook community groups with links to the grant application and website. The Solano Hispanic Chamber is serving as a contact for all Spanish-speaking microbusiness owners.

Applications for the MBCRG are available in English, Spanish and Tagalog. The application window opened April 1, 2022 at 9 am. Over 100 applications were received in the first 12 hours. Applications will be accepted through May 14, 2022 at 5 pm.

The WDB and SBDC hosted two informational Zoom meetings to review the grant program and application and the Solano Hispanic Chamber led a meeting in Spanish. Altogether, approximately 60 people attended webinars.

Applications are available online. Business owners can also visit the WDB/SBDC office to access computers to complete their application with assistance available in both English and Spanish.

## **AWARDS SUMMARY (AS OF 03/31/2022):**

No data to report. Applications opened April 1, 2022.



# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Sonoma

**FISCAL AGENT:** County of Sonoma and Working Solutions CDFI

## **KEY OUTREACH ACTIVITIES:**

In advance of the launch of the grant program, the Economic Development Board (EDB) communicated the grant timeline to the Technical Assistance Center (TAC) partners, administered training on how to answer questions and provide application assistance as well as dispersed a variety of marketing tools for their respective outreach efforts. These marketing materials included four flyers (translated into both English and Spanish), press release/talking points, social media links and access to an online video on accessing the application and eligibility requirements for their constituents. The goal behind establishing regional TACs was not only to create access to application assistance, but also to widen the reach for underserved businesses in the community.

Virtual Workshops (held on Zoom and Facebook) ran through of the grant eligibility requirements and application timeline. One workshop was conducted in English on March 28, and two workshops were conducted in Spanish on March 29 and March 30. All workshops were recorded, posted live to Facebook and uploaded to the grant website for future reference. The County also shared these videos with their TAC partners.

Press releases were released in English and Spanish on March 24 and were delivered to 214 subscribed individuals. Spanish television interviews were conducted on Univision and San Francisco KDTV. A radio advertisement was transmitted via KSRO 1350AM/103.5FM.

Emails were distributed in English and Spanish on March 25, April 1, and April 15 to notify over 3700 subscribers that the grant was coming soon, when the application opened, and as a reminder to apply, respectively. Four different flyers were created in both English and Spanish. The EDB used targeted imagery and phases to draw attention from specific industries and underserved communities to gain interest in this program.

The application website features English and Spanish landing pages.

## **AWARDS SUMMARY (AS OF 03/31/2022):**

No data to report. Applications opened April 1, 2022.



# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Tulare

**FISCAL AGENT:** County Of Tulare Workforce Investment Board

## **KEY OUTREACH ACTIVITIES:**

The Tulare County Microbusiness COVID Relief Fund began marketing, outreach, and application on April 1, 2022. Progress, strategies, and activities for marketing, outreach, and technical assistance will be provided in the next reporting period.

The County began disseminating grant information to community partners (Small Business Development Center (SBDC), Proteus Inc., Tulare-Kings Hispanic Chamber of Commerce, Community Service and Employment Training (CSET), Community Collaborative Partners, Mexican Consulate) on March 23, 2022, and sent partners marketing materials on March 29, 2022.

## **AWARDS SUMMARY (AS OF 03/31/2022):**

No data to report. Applications opened April 1, 2022.





# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Ventura

**FISCAL AGENT:** County of Ventura

## **KEY OUTREACH ACTIVITIES:**

The County of Ventura opened its application window at 8:00 am on Wednesday, March 16 and continued accepting applications through April 12 at 6:00 pm. Technical assistance was provided through community workshops, phone centers, and public libraries. The call center provided live phone assistance to over 1,000 callers, which was available in more than 100+ languages.

Prior to the launch of the application window, the County engaged its network of community-based organization partners and cities to promote the grant in the most underserved communities. This network consists of close to 75 partner organizations and agencies. These included staff from the County's Environmental Health Department, CBOs, City Economic Development professionals, private sector shared kitchen operators, farmer's market operators, swap meet operators, chambers, elected official representatives, the Workforce Development Board, and the Ventura County Arts Council. Outreach activities commenced with a meeting to provide this network of partners information about the program, answer questions and supply marketing support such as flyers and templates. Approximately 60 organizations attended this meeting and all organizations, regardless of attendance, received the information in a follow-up email.

The grant website was unveiled with a robust FAQ section, complete grant eligibility information, and a help section that included videos (in English and Spanish) on how to scan documents, where to find adjusted gross income on tax records, how to fill out a W-9, and more. Information about our County public library services was listed, and the library staff was engaged to provide laptops and technical assistance to fill out the grant. The website is available in multiple languages.

## **AWARDS SUMMARY (AS OF 03/31/2022):**

Applications received - 639

Final Awards Are Ongoing



This Program is funded by the State of California and administered by the Office of the Small Business Advocate (CalOSBA)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Yolo

**FISCAL AGENT:** County of Yolo

## KEY OUTREACH ACTIVITIES:

Yolo County collaborated and continues to collaborate with four organizations to conduct outreach to reach and engage eligible microbusinesses that have faced historical barriers to obtaining capital, including microbusinesses owned and operated on a daily basis by women, minorities or persons of color, veterans, undocumented individuals, and individuals living in rural or low-wealth areas on low incomes. The nonprofit community-based organizations are Rural Innovations in Social Economics In. (RISE Inc.), the Yolo County Farm Bureau, Yolo County Children's Alliance, and Children's Home Society.

Each organization has taken outreach approaches tailored to best suit the diversity of Yolo County and the communities they serve. Yolo County staff continues to support the organizations with the information and digital materials needed for successful outreach to eligible microbusinesses. From urban West Sacramento with a large Russian speaking population, to the rural Capay Valley where Spanish is commonly spoken, the collaborating nonprofits have worked to engage eligible microbusinesses and distribute program information. Rural Innovations in Social Economics have distributed flyers through the Esparto Chamber of Commerce, handed out flyers at their front desk in Esparto, and have distributed program information in the publication 'Valley Voice'. The Yolo County Farm Bureau has distributed flyers and program information in their March newsletter and in their regular email distributions. Children's Home Society has supported distribution to childcare providers across Yolo County via email blasts and mailing flyers to childcare providers in the County. In addition to community outreach in hard-to-reach communities in West Sacramento, Yolo County Children's Alliance has assisted with the development of application and outreach materials in Russian.

Yolo County staff have fielded calls and emails from interested microbusinesses to assist them in applying and navigate the program's eligibility requirements. Staff have also assisted applicants turn in attachments as part of their application when technical difficulties are presented. Additionally, staff have built a webpage to host all program information in one place, including applications in English, Spanish, and Russian.

## AWARDS SUMMARY (AS OF 03/31/2022):

Applications received - 67

Final Awards Are Ongoing



This Program is funded by the State of California and administered by the Office of the Small Business Advocate (CalOSBA)